

Helen Hayes, M-G-M star, gets Academy award, year's best performance

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INDEPENDENTS DEMOCRATIC



THE ELECTION of Franklin D. Roosevelt as President of the United States and of John N. Garner as Vice-President, the election of thirty-eight Democratic Governors in

the United States, including a Democratic Congress, must have been a joyful victory for the independent exhibitors, who gave the political campaign of Roosevelt and his Party decided support.

James M. Farley, Chairman of the National Democratic Committee, did not fail to utilize the screens of the independent theatreowners of the U. S. to present the Democratic platform and the Democratic candidates to the people of the U. S.

The election of Roosevelt which ran his majority up into millions, plainly indicates that he was the popular choice for President, just as the survival of Motion Pictures indicates that this form of entertainment is the people's form.

Birds of a feather should flock together, a popular President and a popular Industry. The Digest takes this opportunity of extending its good wishes to the President-elect and to the Democratic Party. Those of us who have good memories will recall the editorial vote which we gave to Al. Smith, when he was a candidate for President; and incidentally we still persist in our belief that regardless of the valuation of Academic background and Economic training, Al Smith could not have made a poorer job of tariffs, Economic Stability, U. S. Good-Will than the Party which defeated him.

AYLESWORTH PRAISES FRANKLIN

FRANKLIN should be a popular name, it belongs to the President-elect of the United States and it happens to belong to Harold B. Franklin, to whom Mr. M. H. Aylesworth, President of the Radio-Keith-Orpheum theatres, gives due credit in a message which the latter delivers in "RKO Now".

Mr. Aylesworth points out that the position of RKO is a fitting example of the benefits derived from the system of decentralized theatre operation.

"I know it has always been Harold B. Franklin's plan to have our theatres run from the field; that he favors the smallest central forces possible, and that only for the aid and guidance of the various operating heads in the field," so states Mr. Aylesworth. "For six months I have watched the excellent working out of this most practical concept of theatre operation and it is a pleasure to be able to express complete and sincere optimism concerning its future."

Years ago The Digest pointed out the fallacy of the "push-button" operation of theatres, by an executive, who was thousands of miles away from the territory which he sought to govern. Why even the United States does not expect its President to operate a "push button"; and that is why there is representation locally, by state and in a national way indicated in the term Government. Only the man on the ground can possibly be equipped to know the territory he is authorized to govern. Theatreowners know their theatres best, granting that not all theatreowners are the best showmen for the operation of their theatres, but these can be educated to give their theatres better service through the medium of guidance and co-operation. Readers of our Digest, big and little exhibitors, and the same kind of distributors will recall the numerous editorials in The Digest against centralized operation of theatres and in favour of the decentralized plan. All these ideas which gave The Digest a radical adjective as a prefix, appear to be coming into their own.



RAY



RAY LEWIS

PRESENTS

ELEPHANTITUS is a disease which makes humans grow larger than is good for their health; and places those so afflicted out of relationship with other humans. In fact Elephantitus is not only an enlargement of the head, without providing for the proportionate enlargement of gray matter, the latter said to be responsible for brain power, but it is a general enlargement which cannot be controlled, or directed, and which will not fit into the normal machinery of the business of living.

Lowenstein, Krueger, the Insulls, all suffered from Elephantitus, but the disease did not manifest itself by enlarging their hands and feet, it centralized in the enlargement of their Egos, until they felt like gods upon earth, holding dominion.

There is a mythology familiar to Greeks and others who read a little, which relates how Phaeton, son of Phoebus attempted to drive his father's chariot; and for his presumption he fell headlong from this chariot, which was The Sun.

THE Bible relates the story of the Tower of Babel which men built in the conceit of their might, thinking that they could, through such external manifestations of strength, reach The Throne of God, Challenging His Supremacy.

The story of Goliath and David is too familiar to relate, so is the story of King Saul, the story of Pharoah, who refused to accede to the demands of Moses, who said, "Let my people go".

Through the musty tombs of antiquity we search for those, who having become afflicted with Elephantitus, lived to enjoy the largeness of their proportions and portion.

All like Nebuchadnezzar ended their reign by eating grass like the beasts of the field. Empires, Emperors, Kings, Financial Magnates, Industrial Monarchs became as a bubble upon the Waters of The Eternal.

It is only a few years ago when Paramount-Publix became afflicted with Elephantitus, and legends grew around the figure of Adolph Zukor as Superman, Supershowman! What dreams of a World Film Empire he must have dreamed, this simple man with a prodigious ambition, no scruples, and an army of Yessir attendants, who parked him behind a desk in a spacious office, which could only be reached after you had answered several passwords correctly; and had passed through several degrees of initiation, whereby it was determined that perhaps you might be useful to Mr. Zukor, therefor it was desirable that he should see you.

And after the interview, the greatest surprise you carried away was the admiration on the

faces of the army of Yessirs, who treated you like one of The Elect, because The Great God Zukor Had Spoken with you, face to face. Where is that army now? Searching willy-nilly for a new god, upon whose breath they can find their daily bread. And where is the Kingdom of Adolph Zukor? The winds sing a reply, "Where are the snows of yesteryear?"

AT the Hollywood, Toronto, "The Crooked Circle", by Ralph Spence, author of "The Gorilla", a World-Wide mystery comedy, is the surprise hit which came into this theatre cold and sent the box-office up to Fahrenheit, with Toronto talking and talking about Zasu Pitts, who is not even featured in the billing, but who through the grace of her ability in providing Entertainment, creates the Pivot of Success around which this picture revolves.

Seventeen years in Motion Pictures has taught The Digest that this Industry's greatest asset and necessity is centralized in its producing ability, for a good picture has shown us that it can do even the impossible, it can actually draw "blood from a stone".

Exhibitors are reflecting the excellent impression which English pictures have made on Canadian theatre patronage, by continuous bookings of English pictures in theatres across Canada. United Artists is keeping British and Dominions' pictures before the Canadian public in the numerous bookings which this company has been able to secure for the very fine product of British and Dominions. Among the latest bookings we find, "Self Made Lady", Garrick Theatre, Winnipeg, Man., Dec. 2; "Magic Night", Strand Theatre, St. John, N.B., Nov. 28-29-30; Rex Theatre, Regina, Sask., Jan. 14-17, 1933; "Blue Danube", Capitol Theatre, Three Rivers, Que., Nov. 27-29; Empire Theatre, Victoria B.C., Dec. 9-15; Rex Theatre, Regina, Sask., Jan. 25-27, 1933; "Mischiefs", Empire Theatre, Victoria, B.C., Nov. 25-30. "Thark", Princess Theatre, Montreal, Que., Nov. 26-Dec. 2; "Night Like This", Victoria Theatre, Quebec, Que., Dec. 3-4-5-6.



"Good Night Vienna," British and Dominions Picture played to capacity business at Hollywood, Toronto, Held Over!